

In the Claims:

1. (currently amended) A method for saving alternative presentation data, the method comprising:
 - a. receiving a broadcast stream on a selected channel, the broadcast stream comprising a plurality of programming media segments and at least one rich media segment associated with the alternative presentation data, the at least one rich media segment and the associated alternative presentation data being embedded within the plurality of programming media segments;
 - b. commencing presenting the at least one rich media segment on the selected channel; ~~and~~
 - c. saving the alternative presentation data associated with the at least one rich media segment if presenting the at least one rich media segment on the selected channel is interrupted prior to completely presenting the at least one rich media segment on the selected channel; and
 - d. presenting the alternative presentation data for a time period equivalent to an initial length of time for a presentation of the at least one rich media segment less a length of time that the at least one rich media segment has previously been presented.
2. (cancelled)
3. (currently amended) The method of Claim 2~~1~~, wherein presenting the alternative presentation data occurs simultaneously with presenting of at least one of the programming media segments of the broadcast stream.
4. (currently amended) The method of Claim 2,1 wherein the alternative presentation data is presented on the selected channel.
5. (cancelled)
6. (currently amended) The method of Claim 2~~1~~, further comprising storing tracking information for the presenting of the alternative presentation data.
7. (previously amended) The method of Claim 6, further comprising transmitting the tracking information for the presenting of the alternative presentation data for storage in a database.

8. (original) The method of Claim 1, wherein the alternative presentation data is stored as metadata.
9. (original) The method of Claim 1, further comprising storing tracking information for the presenting of the at least one rich media segment.
10. (original) The method of Claim 9, further comprising transmitting the tracking information for the presenting of the at least one rich media segment for storage in a database.
11. (original) The method of Claim 1, further comprising storing tracking information for the interruption of presenting of the at least one rich media segment.
12. (original) The method of Claim 11, further comprising transmitting the tracking information for the interruption of presenting of the at least one rich media segment for storage in a database.
13. (original) The method of Claim 1, wherein the alternative presentation data is the same as the at least one rich media segment.
14. (original) The method of Claim 1, wherein the alternative presentation data is different than the at least one rich media segment.
15. (original) The method of Claim 1, wherein the at least one rich media segment is an advertisement.
16. (original) The method of Claim 1, wherein an expiration time is stored with the alternative presentation data, and wherein the alternative presentation data is discarded if the alternative presentation data is not presented prior to the expiration time.
17. (original) The method of Claim 1, wherein the alternative presentation data is stored on a hard disk drive.
18. (original) The method of Claim 1, wherein presenting of the at least one rich media segment is interrupted if a user changes from the selected channel to a different channel.
19. (original) The method of Claim 1, wherein the at least one rich media segment comprises video data.
20. (original) The method of Claim 1, wherein the at least one rich media segment comprises audio data.

21. (currently amended) A personal video recorder for saving alternative presentation data associated with a rich media segment included in a broadcast stream when viewing of the rich media segment on a display is interrupted, the personal video recorder comprising:

a viewer control interface configured to allow the viewer to interrupt the viewing of the rich media segment;

a storage device for storing the alternative presentation data in response to the viewer interrupting the viewing of the rich media segment; and

a controller responsive to the viewer control interface and connectable to the display, the controller configured to receive signals indicating the interruption of the rich media segment, ~~and to store the alternative presentation data associated with the rich media segment on the storage device when a signal is received from the viewer control interface indicating the interruption of the rich media segment~~ and to present the alternative presentation data for a time period equivalent to an initial length of time for a presentation of the at least one rich media segment less a length of time that the at least one rich media segment has previously been presented.

22. (original) The personal video recorder of Claim 21, wherein the storage device is a hard disk drive.

23. (original) The personal video recorder of Claim 21, wherein a channel change generates the signal indicating the interruption of the rich media segment.

24. (original) The personal video recorder of Claim 21, wherein a tuner change generates the signal indicating the interruption of the rich media segment.

25. (original) The personal video recorder of Claim 21, wherein the rich media segment is an advertisement.

26. (currently amended) A digital audio receiver for saving alternative presentation data associated with a rich media segment included in a broadcast stream when playing of the rich media segment on an audio output device is interrupted, the digital audio receiver comprising:

a listener control interface configured to allow the listener to interrupt the playing of the rich media segment;

a storage device for storing the alternative presentation data in response to the listener interrupting the playing of the rich media segment; and

a controller responsive to the listener control interface and connectable to the audio output device, the controller configured to receive signals indicating the interruption of the rich media segment, ~~and~~ to store the alternative rich media segment associated with the rich media segment on the storage device when a signal is received from the listener control interface indicating the interruption of the playing of the rich media segment and to present the alternative presentation data for a time period equivalent to an initial length of time for a presentation of the at least one rich media segment less a length of time that the at least one rich media segment has previously been presented.

27. (original) The digital audio receiver of Claim 26, wherein the storage device is a hard disk drive.
28. (original) The digital audio receiver of Claim 26, wherein a channel change generates the signal indicating the interruption of the rich media segment.
29. (original) The digital audio receiver of Claim 26, wherein a tuner change generates the signal indicating the interruption of the rich media segment.
30. (original) The digital audio receiver of Claim 26, wherein the rich media segment is an advertisement.